



FIRST THINGS FIRST

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Arizona Early Childhood Development & Health Board
Communications and Government Affairs Committee

Draft Meeting Minutes

Call to Order

The Regular meeting of the First Thing First – Arizona Early Childhood Development and Health Board – Communications and Government Affairs Committee was held on February 24, 2011 at 1:00 p.m. The meeting was held at the First Things First Office located at 4000 N. Central Avenue, Suite 800, Phoenix Arizona 85012.

Members Present

Suzanne Pfister, Jane C. Strain, Joyce Lopez-Powell (for Brian Spicker), Dana Naimark, Paula Hale, Hector Youtsey, Gretchen Jacobs, Bill Adams and Yvonne Hunter. Vivian Saunders arrived at 1: 30 p.m.

Member Present via Teleconference:

Bettina Nava

Vivian Saunders (1:00 – 1:30 p.m.)

Members Absent

Steve Lynn

Will Humble

Rev. David Wade

Rhian Evans Allvin, Executive Director, called the meeting to order at approximately 1:13 p.m.

Director Allvin reviewed the binder and its contents and recommended to the committee to bring it to the next meeting.

Review and Discussion of the Communications Government Affairs Committee Governance Charter

Director Allvin reviewed with the Members the Committee its Governance Charter, and stated the committee must comply with all open meeting laws. She also offered training to all Members who wanted it.

Review and Discussion of the Strategic Communication Plan Overview

Liz Barker Alvarez, Communications Director presented to the Committee the FTF Fiscal Year 2011-2013 Strategic Communications Plan.

Ms Alvarez acknowledged the First Things First Community Outreach Team and their accomplishments thus far in building public awareness of the importance of early childhood in communities around Arizona including: 421 presentations, 20,000 attendees and recruitment of more than 3,000 champions. Ms. Alvarez stated that the Community Outreach Liaisons assist in connecting the community to the regional council members.

Diane Umstead, Statewide Community Outreach Manager, was introduced and gave a brief overview of her responsibilities, the progress of the liaisons in their communities, their reporting process and their collaborative work. Ms. Umstead suggested that a monthly or quarterly report from the Community Outreach Team be added to future agendas.

Director Allvin added that the current community awareness creative is linked to K12 education, but added that future efforts might focus on other programmatic areas, such as obesity, diabetes and autism. Member Hunter asked if First Things First had considered programs for parents on probation through the Department of Corrections.

Ms. Alvarez stated that the paid advertising campaign for spring was underway, and that the current included a few new items, such as shopping carts, freezer clings and floor mats in grocery stores.

Member Nava and Member Hunter highlighted the importance of the educational component, personal stories and the elected officials' participation in public awareness efforts.

Member Hale directed Ms. Alvarez to schedule a meeting to discuss PSAs in native language. Member Saunders suggested also discussing tribal radio.

Review and discussion of FTF Communications Resources

Ms. Alvarez reviewed with the committee the FY11 and FY12 funding budget for communications.

Review and Discussion of Government Relations Overview

Director Alvin reported on the success of the Regional Council check tour that included state legislators and local community leaders. She also highlighted the extensive media coverage surrounding the events.

Director Alvin reported on the negotiations with the Governor's Office regarding a 24-hour loan to the State. Negotiations and legal discussions are underway.

Director Alvin reported that she will be traveling to Washington, D.C. on March 28 to meet with national leaders in the Department of Education and in various Tribal agencies to build relationships and discuss partnerships with First Things First.

It was suggested by Member Hunter that First Things First possibly fund children's programs with the League of Cities and that public awareness efforts also focus on the various caucuses of the state Legislature.

Discussions and Possible Vote on Future Meeting Date

Future meeting

April 28 from 1 – 4
Phoenix Arizona

Adjourn

There being no further business the adjourned approximately _____ p.m.

A motion was made by Member Pfister, seconded by Member Hale. Motion carried